



UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST

470 Airman Drive Travis Air Force Base, CA 94535-2867 (707)424-3197 (DSN)837-3197 FAX(707)424-1153/4478

www.travis.af.mil/pages/band

IMPORTANT INFORMATION

Dear Sponsor,

We are attempting to keep all our publicity as current as possible. Since our publications do change, we would appreciate your help in **insuring that only accurate and current publicity materials are used for advertising.**

- Please call Airman 1st Class Josh Holdridge, Media Relations Assistant, (707) 424-3735, to confirm your receipt of this packet.
- **USE ONLY the materials in this package, unless we have talked with you directly and have informed you otherwise.**
- A **complete printer package** is included or will be forwarded in approximately 3-4 weeks - **in most circumstances Galaxy will not use a printed program**, however, advertisements for their performance are strongly encouraged.
- An interview with Technical Sergeant Michael Atwood, director of Galaxy, can be set up by calling the Band Media Relations section at (707)424-3735.
- We encourage you to have an arts reviewer from your local newspaper in attendance to review the concert.
- If possible please send copies of advertisements, tickets, programs or other publicized information directly to the Media Relations section at the above address.

Thank you,

Josh Holdridge, A1C, USAF
Media Relations Assistant



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SPONSOR INFORMATION GUIDE

In the future, Galaxy the popular music group from the United States Air Force Band of the Golden West will perform in your community. We know you would like as many people as possible to enjoy this cultural event.

As sponsor, your job will be to obtain the best possible concert site, to inform the citizens in your area of the Band's appearance through active publicizing of the event and, if needed, to print tickets and a quality program and to maintain control of the free admission tickets.

There are many ways to accomplish this and undoubtedly you have already thought of some of them. This guide is designed to bring your ideas and ours together. *AFTER ALL, OUR SUCCESS WILL BE YOUR SUCCESS.*

Questions not answered by this guide should be directed to:

**The United States Air Force Band of the Golden West
Director of Operations
470 Airman Drive
Travis AFB, CA 94535-2045
(707) 424-3327/3197**

PUBLIC SERVICE CONCERTS

These concerts are presented as a public service to the community. They must be free of charge and open to the general public, regardless of race, color or national origin.

AIR FORCE POLICY ON EXPENSES

Under the policy now in effect, the United States Air Force defrays all expenses incurred in travel, such as transportation, housing and meals. There is no performance fee for the Delta Winds. Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, janitorial fees, cost of hiring union labor when required, etc., are the responsibility of the local authorities or sponsor(s). These cannot be paid for by the United States Government.

CONCERT SITES

The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Ideally, the concert site should be an auditorium which seats at least 250. Smaller concert sites will be considered.

Since auditoriums are often scheduled a year in advance, it is important that the auditorium be secured as soon as possible. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered.

Further information on concert sites can be obtained from the Stage Manager's Guide.

IMPORTANCE OF THE SPONSOR

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the theater, programs and tickets, the sponsor has a great responsibility in promoting the concert. Newspapers, television stations, etc., should be contacted for their support and a follow-up made to gauge that support.

PROMOTIONAL MATERIALS

The promotional materials you receive from the Band are general in nature. We believe the best system is to supply you with the facts and let you adapt them to your local area. More materials are available from the Band upon request.

PROMOTION

Your local media can be a valuable tool in building a successful concert.

An effective way of informing the public of the concert is through a full-page ad in one or more of the local newspapers. Newspaper sponsors have provided this service in the past. Local merchants and service clubs have also been a source of advertising sponsorship. An ad paid for by the local merchants may state that the ad was paid for as a community service. It must not give the impression that the Air Force endorses their business. It is strongly recommended that at least one full-page ad be used to begin the newspaper campaign.

Additional media can be integrated through the use of a news release. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A television promotion campaign is every bit as effective as a newspaper if similar guidelines are used. Spots should be timed to occur during prime viewing hours and often enough that there will be an impact.

All radio and television spots used for our concerts are considered to be public service announcements.

The following is a sample outline which you can adapt to your promotional campaign.

PUBLIC SERVICE CONCERTS

These concerts are presented as a public service to the community and must be free of charge and open to the general public, regardless of race, color or national origin.

AIR FORCE POLICY ON EXPENSES

Under the policy now in effect, the United States Air Force defrays all expenses incurred in travel, such as transportation, housing and meals. There is no fee, as such, for Galaxy. Any **other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, janitorial fees, cost of hiring union labor when required, etc., are the responsibility of the local authorities or sponsor(s).** These cannot be paid for by the United States Government.

CONCERT SITES

To ensure that concerts will achieve maximum success, it is necessary to secure the best possible concert site. Since auditoriums are often scheduled a year in advance, it is important that the auditorium be secured as soon as possible.

If an outdoor site is to be used, dependable electrical access must be readily accessible. A portable stage (risers) is not necessary but, if available, is preferable. **Ideally, the concert site should be a performing area 40 feet wide by 20 feet deep.** Smaller concert sites will be considered. ***Further information on concert sites can be obtained from the Stage Manager's Guide.***

IMPORTANCE OF THE SPONSOR

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the theater, programs and tickets, the sponsor has a great responsibility in promoting the concert. Telling everyone in your community that Galaxy will perform is not going to be an easy task. Newspapers, television stations, etc., must be contacted for their support and a follow-up made to gauge that support.

PROMOTIONAL MATERIALS

The promotional materials you receive from the Band are designed to save you time and trouble. They are general in nature. We believe the best system is to supply you with the facts and let you adapt them to your local area. More materials are available from the Band upon request.

PROMOTION

Your area media is exceedingly important to the success of the concert. Galaxy has never had an unsuccessful concert when all the local media assisted in the promotion.

Sunday supplements are widely read, and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A most effective way of informing the public of the concert is through a full-page ad in one or more of the local newspapers. Newspaper sponsors have provided this service in the past. At other times, concert sponsors have been successful in getting local merchants or service clubs to sponsor these ads. Ads paid for by the local merchants may state that the ad was paid for as a community service. **It must not give the impression that the Air Force endorses their business.** It is strongly recommended that at least one full-page ad be used to begin the newspaper campaign.

A television promotion campaign is every bit as effective as a newspaper if similar guidelines are used. Spots should be timed to occur during prime viewing hours and often enough that there will be an impact.

NOTE: A successful promotional campaign should not be based solely on one media source. Additional media can be integrated through the use of a news release.

All radio and television spots used for our concerts are considered to be public service announcements.

The following is a sample outline which you can adapt to your promotional campaign. This is our idea of a perfect promotional program. We realize that your budget will determine the extent to which you follow our suggestions. **Please remember, however, that publicity is the most important aspect of making the concert a success and a standing room only audience is a sure sign that we are beginning a successful evening.**

ALL ADS SHOULD CONTAIN MENTION OF THE UNITED STATES AIR FORCE AND THE UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST.

DATE

TIMELINE

3 weeks prior to concert

Full-page ad with pictures and a ticket coupon. The ad and coupon should state that there will be a concert by **Galaxy** the popular music group from the United States Air Force Band of the Golden West in your community, giving time, location, the fact that admission is free, how tickets may be obtained, etc. **Insure you advertise this group**, not just The USAF Band of the Golden West.

2 weeks prior to concert

Two general announcements stating that there will be a concert by **Galaxy** the popular music group from the United States Air Force Band of the Golden West including information used in the full-page ad. Include a coupon for ticket requests and use pictures if possible.

7 days prior to concert

Story on **Galaxy** along with a story on the United States Air Force Band of the Golden West. Run an ad on the entertainment page including a coupon for ticket

6 days prior to concert

Run an ad on the entertainment page including a coupon for ticket requests.

5 days prior to concert

A feature story on **Galaxy** plus an ad on the entertainment page including a coupon for ticket requests. (Last day for write-in requests)

4 days prior to concert

A feature story with pictures plus an ad on the entertainment page. State that it

3 days prior to concert

Story on local area person who is a member of the Band. Use pictures and run an

2 days prior to concert

Picture and feature story on the Director of **Galaxy**. Run an ad on the

1 day prior to concert

Stress again that this is a free admission cultural event presented to your area
Indicate where tickets may be picked up.

Day of concert

General news story stressing that the **concert is free.** Run a picture of the Band.

"THERE'S STILL A CHANCE TO HEAR THE BAND"

"Although no tickets are left for the free concert tonight at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance to hear the band. You should arrive at the concert site no later than 10 minutes prior to concert time. If there are any vacant seats at that time, non-ticket holders will be admitted."

As you can see, there should be a heavy saturation of publicity for the concert. **We have found that if this schedule is followed, a full house is virtually guaranteed.**

There are many additional things which you can do to bring your message to all of the people in your community. Some very good ideas which have been used in the past are:

1. Advertising firms have provided billboards for use in the promoting of the concert.
2. Many hotels and motels in which the Band has stayed have advertised the Band's appearance on their marquees.
3. TV stations have sent cameramen to shoot film of the Band's arrival to use on the evening news.

In the past, some concert sponsors have been concerned with having to turn people away because all the tickets are gone several days before the concert. They have, in the last few days, relaxed their efforts to attract people to the concert. When this has happened, several hundred seats were unoccupied at concert time. **Interest must be maintained through the day of the concert to ensure that every seat is filled.** While a formal report is not required, we would appreciate being kept informed of your promotional efforts. **Please save us copies of the ads, programs and tickets.**



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STAGE MANAGER'S GUIDE

In the future, Galaxy the popular music group from the United States Air Force Band of the Golden West will be performing at your theater. As stage manager you can give invaluable assistance in presenting our concert. We will need your experience and expertise to make the performance an enjoyable event for your audience and to give our band members a professional atmosphere in which to perform.

The following guidelines will give you our requirements for staging a concert by Galaxy the popular music group from the United States Air Force Band of the Golden West. If you have any further questions please feel free to contact the sponsor or call us at:

**The United States Air Force Band of the Golden West
Director of Operations
470 Airman Drive
Travis AFB, CA 94535-2045
(707) 424-3327/3197**

STAGE REQUIREMENTS

1. **Stage Dimensions:** A stage with a performing area of 40 feet wide by 20 feet deep.
2. **Electrical Power Outlets/Requirements:** The stage must be supplied with a minimum of four (4) 115 VAC/15 Amp, individually circuit breaker protected circuits. (Standard three prong grounded wall outlets) These outlets must be located within 25 feet of the stage (if possible.) It would be helpful to have a building custodian or someone familiar with the electrical service present to assist during setup. Our audio technician must have access to the Electrical Service (Circuit Breaker Panel) at all times during the setup, performance and tear down.
3. **Stage Cleaning:** The stage should be cleared, cleaned and swept prior to the arrival of the Band's set-up crew to avoid conflicts with set up.
4. **Outdoor Stage:** Stage must be protected from inclement weather, including excess sun exposure.
5. **Set-up/Tear-down Times:** Set-up time is a minimum of 1 1/2 hours. Strike time (tear-down) is one hour. **If stage is to be shared with other groups, set-up and strike times still apply.**

LIGHTING REQUIREMENTS

1. A lighting engineer should be provided by the sponsor and should meet with the Band Operation Representative approximately 1 1/2 hours prior to the concert to discuss lighting requirements.
2. The stage lights should be white overhead lights and be bright enough to read newspaper print without difficulty. Lighting intensity should be the same on every point of the stage. This should be done prior to the set up. Footlights are not needed.
3. Spotlights may be used if available. They should be white light only. Follow spots and their use will be discussed with the Lighting/Audio Engineer when the Band arrives for set-up.
4. Houselights should be dimmed during the performance.

AUDIO SYSTEM REQUIREMENTS

1. The Band carries its own mobile sound system and will not need any support in this area.
2. Galaxy equipment will not be shared without prior approval of NCOIC.

DRESSING, WARM-UP, STORAGE AND RESTROOMS

1. Separate changing facilities should be available for men and women. These should have clothing racks from which to hang uniforms, a few chairs to sit in and a full length mirror if possible.
2. A separate large room should be provided (out of hearing range of the stage and auditorium) for the musicians to warm-up their instruments and for use as a storage room for empty instrument cases, etc. This room should either be locked or protected by a security guard when not occupied by Band members.
3. Two restrooms (one for men and one for women) should be available for use by Band members.

ARRIVAL AND SET UP

1. The Band loading and set-up crews will arrive approximately 1 1/2 hours to 2 hours before the concert. At this time, the Band Operations Representative will discuss spotlight use and any other pertinent subjects with the Stage Manager.
2. Reserved parking for van and large equipment truck immediately adjacent to loading area must be available two hours before concert.



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PRINTER'S GUIDE

In the future, Galaxy, a component of the United States Air Force Band of the Golden West will perform in your area. As sponsors, you have the responsibility of printing tickets and providing a quality program if needed. ***PLEASE DO NOT MIMEOGRAPH TICKETS OR PROGRAMS.*** If applicable, information and materials needed to print the program, as well as a sample program from a past concert, will be sent approximately 2-3 weeks prior to the concert date. Advertising, per se, is not permitted in the program. **Business firms and individuals who contribute towards the cost of printing can be listed as donors, and their valuable assistance can be acknowledged from the stage.**

TICKETS AND SUGGESTED MINIMUM PRINTING INSTRUCTIONS FOR PROGRAMS

1. Tickets may be of any size and design the sponsor chooses. We do encourage use of the Band logo. The paper for tickets or programs may be of any quality and color. The sponsor may also choose the number and colors of ink.

2. The ticket and first or cover page of the program **should include the following information:**

- a. The name of the group, **Galaxy**
- b. The **date of performance** (i.e. Tuesday, January 19, 1991)
- c. The **time and location of the event**
- d. The sponsor(s) may also be identified

3. Tickets should also include: **"Ticket holders are requested to be seated by (15 minutes prior to concert time). Doors will be opened to the general public at (ten minutes prior to concert time)."** Sample ticket(s) have been provided if needed.

4. The paper size for programs should be approximately 8 1/2" x 11", which can be folded into booklet form providing at least four pages.

*****Camera-ready artwork for the cover has been or will be provided. A sample program will also be included to give you some guidelines as to layout and design. You are not limited to this example. If you would like to create your own cover, please feel free to do so. We do, however, ask that you use some form of reference to the Golden Gate Bridge.***

The following information may be arranged in any order that is convenient. Photographs will be provided for use in the program.

5. The second, third and fourth pages of the program should contain the following:

- a. The Galaxy biography
- b. The personnel list
- c. Technical Sergeant Michael Atwood's biography
- d. The United States Air Force Band of the Golden West's biography and may contain:
 1. Technical Sergeant Michael Atwood's picture
 2. Other band member's biographies and pictures



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RADIO SPOTS

10 SECOND SPOT

Galaxy, the popular music ensemble of the United States Air Force Band of the Golden West, will present a free concert on _____(Day and Date) in _____(City) at _____(Auditorium) at _____(Time). For details call _____.

15 SECOND SPOT

A free concert by Galaxy, the popular music ensemble of the United States Air Force Band of the Golden West, will be presented at _____(Auditorium) in _____(City) on _____(Day & Date) at _____(Time) For details call _____.

20 SECOND SPOT

Exciting sounds of popular music will fill _____(Auditorium) on _____(Day & Date) at _____(Time) when Galaxy the popular music ensemble of the United States Air Force Band of the Golden West presents a free concert in the _____(City) area. For information concerning free tickets, call _____.

30 SECOND SPOT

Galaxy, one of America's finest popular music ensembles, will present a free concert at _____(auditorium) on _____(day & date) at _____(time) in _____(city). This exciting popular music ensemble is a component of the United States Air Force Band of the Golden West and is under the direction of Technical Sergeant Michael Atwood. The band will play a variety of popular music from yesterday and today. For those interested in attending this free concert, call _____.